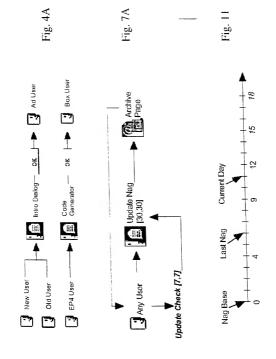


Fig. 3A

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Fig. 3B



Welcome to Eudoral

Mode. Unless you change modes, Eudora will run in Sponsored Mode, meaning Eudors is now licensed in three ways; Sponsored Mode, Paid Mode, and Light it will display ads.

We have done our best to present the ads in a vey that respects the work you do in email. By allowing Eudore to displey ads, you get the full power of Eudora for free and we can still pay our bills. If you decide the ads are not for you, you can change modes. Paid Mode shows -no ads. Current Eudora Pro, 4% udsifd will be bble to upgrade to Paid Mode for free. Other users will be able to pay a license feet to go to Pald Thode. At this stage in testing, the machinary for Rajd Flode is not fully tested, and Pald Plose is unavailable. Light frode also shows no ads, but has many fewer.

To switch forms of Eudors, please just the "Payment & Registration" Item in the Help menu. To learn more shoult the threbimodes, click on the "Tell Me

Tell me more

Yore" button below

١

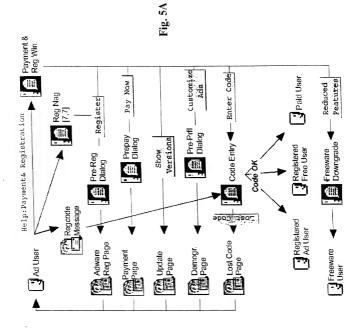




Fig. 5B

-	
L	Weuld you like to register your copy of Eudors? As a registeral user of Eudors we won't nog you as orten as we do. We'll also have the giant statue in your Image on the front levin of our corporate headquarlers (A).
	How cool is that? C'mon register! it's fun and easy!
	(A Glant statue offer vold on the planet Earth)
	Maybe later Takë më to the registration pagël

Fig. 5C

_Thanks for choosing to register Eudora!
 Eudora will open you'r web browser and take you to our registration, page
 You'll fill in some aimple registration information on the web aite
• We'll then email a Eudora registration code back to you
 The next time you check mail; Eutora will automatically recognize this code and display a dialog box inviting you to confirm your registration information
• Ta da! You'll then become a registered user of Eudore Thanks!
Cancel

Fig. 5D

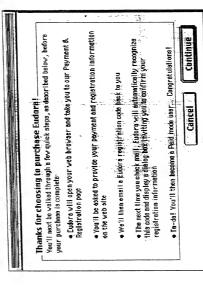


Fig. 5E

-Thank you for your registrat. Fort To complete your registration, please enter the hame you under and your registration code below.	trat ion: , please enter the name you ode below.
The exact hame you registered under:	.mder:
First Name: Las	Last Name:
John	Manyjars
Your registration code:	
48925-89A2-B1149	
11.0st the Code	Cancel OK

Fig. 5F

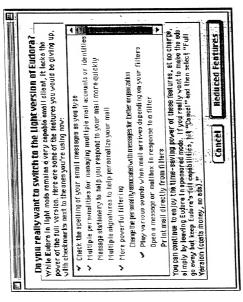
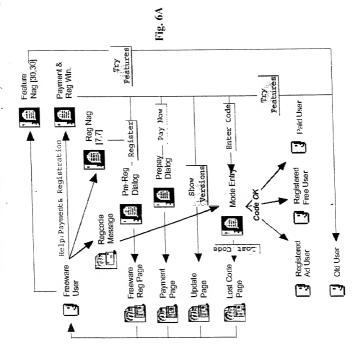


Fig. 5G



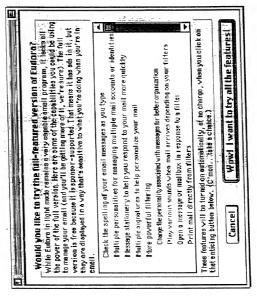


Fig. 6B

There are updates available to Budora

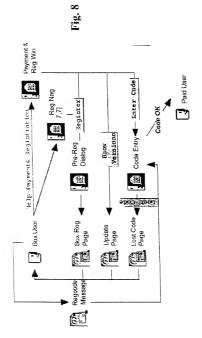
You have Eudora version 4.1. The following updates have become a chace this version was released. If you'd like more information any of these updates, simply follow the links. If you'd rather you of updates, follow Luis.

 $\underline{\text{Endora 5.0}}$. This is a major upgrade, with great new features like automatic . This is a major upgrade, with great

Endora 4.2 Tais update is mostly bug fixes. This update is free to you

Printed Kanual You can buy a printed manual for Eudora.

Fig. 7B



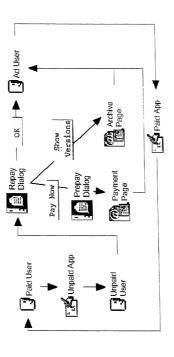


Fig. 9

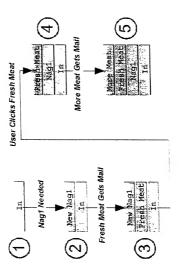


Fig. 10

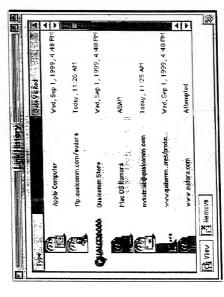


Fig. 12A

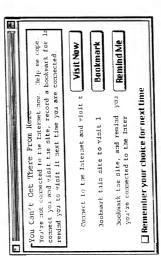


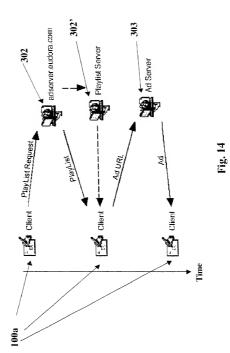
Fig. 12B

Average Counces Speed, Shew	23 0
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Fig. 13A

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Fig. 13B



```
// Main ad scheduler
ScheduleMain
// Has a new day dawned?
Do CheckForNewDay
// Are we are within the current ad's showFor?
if ( ad.thisShowTime < ad.showFor )
// there is nothing to be done
return
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one
Do AdEndBookkeeping
// Pop out of a block if all ads on par
if ( block isn't all playlists )
find ad with minimum ad.numberShown
if ( ad.numberShown >= blockGoal )
set block to all playlists
// If we are over our quota of regular ads for the day,
// look for a runout
if ( adFaceTimeToday > faceTimeQuota )
Do ShowARunout
 }
 else
 {
 Do ShowARegularAd
 // end ad schedule main
```

```
// We must perform certain tasks when the calendar day
changes.
CheckForNewDay
(if ( the calendar day has changed )
// Perform housekeeping tasks on the ad currently showing
Do StopShowingCurrentAd
// Runout ads are charged for a full showFor if they've been
shown
// at all on a given day. Charge any runout ads if they've
been
// shown at all.
for runout ads
if ( ad.thisShowTime > 0 )
ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
// Now, reset the counters for all ads to reflect the fact
that
"// a new day has dawned.
for all ads
ad.numberShownToday = 0
// Record yesterday's facetime
// Might not literally be yesterday, be sure to use
// whatever day the app was last run on
set old current day's facetime to totalFaceTimeToday
 // and reset our global regular ad facetime counter
adFaceTimeToday = 0
 totalFaceTimeToday = 0
 // if we were in a block, back out
 set block to all playlists
```

Fig. 15B

// end CheckForNewDay

```
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
for runout ads
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this runout today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if ( ad.shownFor > ad.showForMax )
try next runout ad // this one's used up forever
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )
try next runout ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
ask for ad to be downloaded
try next ad
// ok, we believe we should show this runout
// we are now in runout state
Do ShowAnAd
return
 // if we haven't found a runout ad, we will go to "rerun"
 state
 Do ShowARerun
 // end ShowARunout
```

Fig. 15C

```
// Rerun state. Look for a regular ad to rerun
ShowARerun
for regular ads [ in current block ]
// has the ad been flushed?
if ( ad.flushed )
try next ad
// is this ad recent enough to rerun?
if (ad.lastShownDate is older than returnInterval)
try next ad
// this one is too old to rerun
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )</pre>
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
ask for ad to be downloaded
try next ad
// ok, at this point we can show this ad, but because
// we're in rerun, we don't keep the books
Do ShowAnAd
return
// if we get here, we have no ads to show. Punt.
return
}
// end ShowARerun
```

Fig. 15D

```
// Show a regular ad
ShowARegularAd
for regular ads [ in current block ]
 // has the ad been flushed?
if ( ad.flushed )
 try next ad
 // are we done showing this ad today?
 if ( ad.numberShownToday > ad.dayMax )
 try next ad // this one's used up for the day
 // if in block, show ads only if it's their "turn"
 if ( ad.numberShownToday >= blockGoal )
 try next ad // need to find a friend in this block
 // are we done showing this ad for ever and ever?
 if ( ad.shownFor > ad.showForMax )
 try next ad // this one's used up forever
 // are we between the ad's start and end dates?
 if ( ad.startDate < the current date < ad.endDate )
 try next ad
 // the ad is not supposed to run today
 // do we actually HAVE the ad?
if ( ad has not been downloaded )
 ask for ad to be downloaded
 try next ad
 // ok, we believe we should show this ad
 // we are now in regular state
 Do ShowAnAd
 return
 // If we get here, we have failed to find a regular
 // ad. Go to runout
 Do ShowARunout
 // end ShowARegularAd
```

Fig. 15E

```
// Perform necessary housekeeping when we're taking
// down an ad
AdEndBookkeeping
// In rerun state, we don't do any bookkeeping
if ( in RerunState )
return
// Account for at most ad.showFor seconds, provided
// we've shown the ad for at least ad.showFor seconds
// Note that this means we don't charge for time beyond
// ad.showFor seconds, which is important
if ( ad.thisShowTime >= ad.showFor )
ad.numberShownToday += ad.showFor
ad.shownFor++
// we do NOT reset this ShowTime here, we do it in
// AdStartBookkeeping. It actually doesn't matter where
// we do it, provided we are careful NOT to do it for
// runout ads.
}
// end AdEndBookkeeping
```

Fig. 15G

Fig. 15H

Marie Control of Street, Stree		4	Persistent Ads	Ads
PlayList Request	Request		faceTime	faceTime Used to determine how much advertising to send to client
			faceTimeLeft Notused	Not used
PlavList f	Response	PlayList Response Clientinto	reginterval flush	reqinterval Relatively large; one or more days flush Used. Single playlist completely specifies list of ads client should have.
PlayList F	Response	Scheduling	PlayList Response Scheduling Parameters	pesi lon

Fig. 16A

		S	Short-Lived Ads	Ads	
PlayList	PlayList Request		faceTime Not used faceTimeLeft Used to o	faceTime Not used faceTime Left Used to determine how many ads chent faceTimeLeft Used to determine how many ads chent	g ads client
PlayList	PlayList Response Clientinfo	Clientinfo	reqinterval	reginterval Not used instead cherit requests new plavlist whenever ads run low flush Not used	tuests new low"
PlayList	Response	Scheduling	PlayList Response Scheduling Parameters showForMax	Parameters show for the show long an ad runs show for Max Used to determine how long an ad runs	an ad runs

Fig. 16B

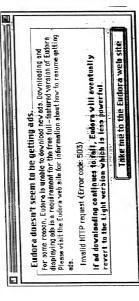


Fig. 17A



Something seems to be covering the ad.

It's probably inadvertent, but Euchre has determined that you are covering up. all or a significant portion of an sid. The software is designed to notify you when this happon in the hapes that you will shop covering up the ad. If you on 't, this window, will keep popping up (which you will probably find quite an negling).

We've always got some good stuff tipler development back at the home office, and the advertising in Eudora that enables us to continue to develop the software while providing it to you for free. We've we'reful and to make sure in deliberately advertising is not annoying and we genuinely hope that you are not deliberately advertising is not account to the second liety're bothering you. Of course, you can choose they're bothering you. Of course, you can choose they to got us for Eudora by choosing "Payment & Registration" from the "Hig" hope you can remove whatever is next and clicking on "Paid Full Version." Or you can remove whatever is necessarily and the other.



Fig. 17B

Eudora will now revert to a less powerful version. Eudora has been unable to download ass for quite some time and will now revert to a less poverful version. If you vould lift more information aboutween to a less poverful version. If you vould lift more information aboutwhy Eudora's signification are being reduced at this time, please visit the Eudora version can be reactivated.	We're sorry for this inconvenience.	Take me to the Eudona Web site
Eudora wi Eudora has bed revert to a les why Eudora's web site. You	We're sorry f	Take

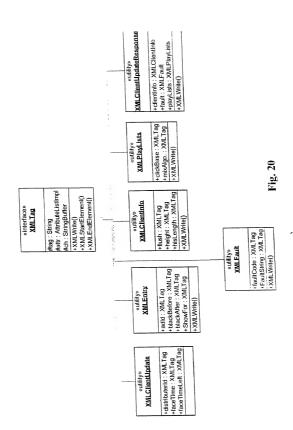
Fig. 17C

We'nt like to know how you use Eudora. In order to make Eudora work to well as possible, it's important that we know how no open use it. We ask users for this information of random. Looks like it's your turin, people use it. We ask users for this information of random. Looks like it's your turin. If you're open to he plan as this very, all you have to do is click "Generate infor below if you have to do is click "Generate infor below and a message will be created you she review the contents of the message if you like, and have send it to us or not thet's up to you.
We value our privacy; we're pretty sure you value yours. So we want you to know what wa'll be collecting and give you of chaine to eliminate any thing you don't want to sand. Simply uncheck the bookes next to any information you'd rather not send.
Please understand that as soon as we reasive your arrell, we will throw exely the headers, that Identify the mail as coming from you. You see, we don't ectually need to know why to are to may our information helpful. So we promise to project your privacy and turn you into "Just's furnishing.":.)
It's OK to transmit statistics regarding:
ramra Generate into

Fig. 18A

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Fig. 19



8 The list of available ads advantageously can be built from the following query:

ads = disConsprepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND AdType = 'q" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed ASC);

8 The time required to deliver the ads advantageously can be calculated in the following manner:

face time left for today [seconds] = FaceTime[today] – faceTimeUsedToday

(Comment: Face time left for today is the number of secondes the servict can use to deliver special ads today.)

predict face time [seconds] = SUM(faceTime[tomorrow] , faceTime[tomorrow + 1] , ... faceTime[tomorrow + reqlaterval]

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

goal show time left [seconds] = predict face time – faceTimeLeft

(Comment: Goal show time left is the number of seconds that the software provider needs to fill with ads.)

Fig. 21.

Fig. 21B

«Interface» PlayListSaru	dbm : DBMana +doGet()	+ doPosi() + Init() + destroy()	1	ean	
euthilys Pay ListBequest + com jdark vni sax Drver - Siring + handleRequest(inpdl - InpulSource : ClientUpdate XMLChentUpdate) : boolean	eutility» PlayListResponse	-playestReagunse XMLCien/UpdineReagonse (**) Doolean HandleReagonse (**) Doolean HandleReagonse(XMLCien/UpdineReagonse) (**) Doolean HandleReagonse(XMLCien/UpdineReagonse)	«vigino» Paylassienterator	dom : DBManager • generate(alent/pdate : XM_ClientUpdate, clientUpdateResponse : XM_ClientUpdateResponse) : boolean • generate(alentUpdate : XM_ClientUpdate)	«Interface»

Fig. 22

-dokuane : String -dukcedon : String -kopercorrection() - booken -gerCorrection() - Correction -gerCorrection() - Correction - gerCorrection() - Correction

SOL Database Create Thread for updating in the ADS table number of impression served DBC flow direction Generate XML Response Decision / Filter / Targeting Play List Servlet Main Thread Select from ADS where ... XML Parse Request lunch thread lunch thread Create Thread for logging the response information for logging the request information Create Thread store in table the clinet request information

update impressions served

store in table the response information

Fig. 23